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TO: Mike Mahan

DATE: July 26, 1993

FROM: Julie Greene

SUBJECT: ALPINE ADVERTISING

This document serves to recommend "next steps" regarding Alpine advertising. The three campaigns identified for further consideration are: *COLD WAR*, *GET YOUR MENTHOL'S WORTH* and *MOUNTAIN FRESH*. Each campaign should be considered in light of advertising objectives and the level of media spending available in 1994.

ADVERTISING OBJECTIVE

It is important to emphasize that the objective of Alpine advertising is to increase brand awareness. Brand awareness influences trial and ultimate conversion of competitive Menthol smokers (namely Salem). It is also important to recognize this process takes time and that awareness is the first and perhaps only measureable result.

RESEARCH RECOMMENDATION

The "selected" campaign should be put in front of consumers to ensure the desired message is communicated. It is also recommended we conduct qualitative research on outdoor executions of the "selected" campaign to verify the ability of OOH executions to communicate the intended message in a short time frame. Karen Miller is planning to conduct the first phase of research after the Labor Day holiday. It is recognized there is support for each of the three alternatives, however, Karen suggests that only one and at most two campaigns be included in the research. I suggest we move forward with *MOUNTAIN FRESH*.

This research process should be considered a disaster check and not a prerequisite to selecting one campaign. It is realistic to expect research to be complete by October at which time the campaign decision should be final.

MEDIA STRATEGY

Leo Burnett should develop versions of a 1994 media plan given three different spending levels (\$7M, \$10M & \$15M). The media strategy should consider the following parameters:

- key market marketing strategy (max: 39 key markets)
- utilize RDM for placement of OOH
- utilize promotion overlays, pulse scheduling and other means to increase the potential impact on awareness among a core group of consumers (Salem smokers)
- competitive advertising strategies -especially reach & frequency (Salem & Misty)
- utilize direct marketing to communicate the Alpine proposition and extend the imagery to target audience

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Alpine should be to Salem what Misty is to Virginia Slims. Misty's evolution parallels that of Alpine and Misty has engaged in a similar offensive strategy. Total media spending for Misty for 1991 and 1992 was as follows:

	<u>PRINT</u>	<u>SOV</u>	<u>OOH</u>	<u>SOV</u>	<u>TOTAL</u>	<u>SOV</u>
1991	\$12.2	4	\$2.5	1	\$14.7	2
1992	\$ 9.8	3	\$5.4	2	\$14.5	3

October 1992 Millward Brown reports Misty brand awareness and advertising awareness among it's target audience (females) in the range of 60% and 50% respectively. While Misty expenditures were greater in prior years, it is suggested that \$15M spending levels, over time, are adequate to attain awareness levels needed to translate into trial and purchase.

PREFERRED CAMPAIGN

I believe the *MOUNTAIN FRESH* campaign is the best of the three because the creative ties the Alpine name, packaging and Menthol attributes into a single image. The branding treatment is prominent and recognizable. With photography tailored specifically to the green copy and placement on the page, it should "pop". The tagline "Low Price Is Part Of The Pleasure" provides a well balanced consumer payoff that ties into the imagery of refreshing Menthol. Unlike the other two campaigns, the *MOUNTAIN FRESH* campaign has longevity. It also has the vitality that can be vertically integrated into other marketing programs without being forced. Longevity and vitality are particularly critical attributes because a sustainable level of brand awareness cannot be accomplished in only one year through one, single medium.

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